

**CONTRACT**

**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<b>Contract / Revision</b> 587153 /		<b>Alt Order #</b> 09853396
<b>Product</b> THOMPSON FOR SENATE		
<b>Contract Dates</b> 10/30/12 - 11/06/12		<b>Estimate #</b> 3128
<b>Advertiser</b> Thompson/R/Senate		<b>Original Date / Revision</b> 10/30/12 / 10/30/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/30/12	11/02/12	M-F 6a-7a	6a-7a		:30			NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,050.00			
N 2	6	11/05/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,050.00			
N 3	6	11/05/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,100.00			
N 4	6	10/30/12	11/02/12	M-F 7a-8a	7a-8a		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,100.00			
N 5	6	10/30/12	11/02/12	M-F 8a-9a	8a-9a		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$900.00			
N 6	6	11/05/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$900.00			
N 7	6	11/03/12	11/03/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$315.00			
N 8	6	11/04/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$300.00			
N 9	6	11/05/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 10	6	10/30/12	11/02/12	M-F 530p-6p	530p-6p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$800.00			
N 11	6	10/30/12	11/02/12	M-F 6p-630p	6p-630p		:30			NM	4	\$3,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$865.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

Contract / Revision	Alt Order #
587153 /	09853396

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	THOMPSON FOR SENATE	3128

Advertiser	Original Date / Revision
Thompson/R/Senate	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	11/05/12	11/05/12	M-F 6p-630p	6p-630p		:30			NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$865.00			
N 13	6	11/05/12	11/05/12	M-F 9-930p	9p-930p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00			
N 14	6	10/30/12	11/02/12	M-F 9-930p	9p-930p		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$2,000.00			
N 15	6	11/04/12	11/04/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,500.00			
N 16	6	10/31/12	10/31/12	X Factor Wednesday	7p-9p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,000.00			
N 17	6	11/04/12	11/04/12	GB Packers Football	various		:30			NM	2	\$44,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$22,000.00			
Totals											37	\$83,040.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	37	\$83,040.00	\$70,584.00
<b>Totals</b>	<b>37</b>	<b>\$83,040.00</b>	<b>\$70,584.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, KEGAN BERAN

being/on behalf of: TOMMY THOMPSON, a legally

qualified candidate of the REPUBLICAN political

party for the office of: US SENATE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

TOMMY THOMPSON FOR SENATE INC PO BOX 2539 MADISON, WI 53701

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DIANE HENDRICKS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/11/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

**I, STRATEGIC MEDIA PLACEMENT**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

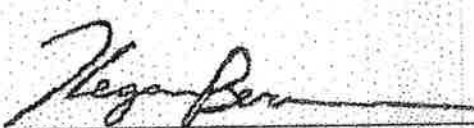
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

KEGAN BERAN

printed name

9/11/12

date





STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP  
DELAWARE, OH 43015



25-2-440

10/29/2012

PAY TO THE  
ORDER OF WITI-TV

Thirty-five thousand two hundred ninety-two and 00/100 \*\*\*\*\*

WITI-TV

\$ \*\*35,292.00

DOL

MEMO

TOMMY THOMPSON 10/30/12-11/6/12

AUTHORIZED SIGNATURE

⑈00018943⑈ ⑆044000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

10/29/2012

WITI-TV

TOMMY THOMPSON 10/30/12-11/6/12

35,292.00

16

102 Huntington

TOMMY THOMPSON 10/30/12-11/6/12

35,292.00

Order 587153